

U.S. Small Business Administration



# NEWS RELEASE

## **PRESS OFFICE**

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## ***SBA INTRODUCES NEW SERIES OF "HOW TO" PUBLICATIONS FOR SMALL BUSINESS***

**WASHINGTON - The U.S. Small Business Administration (SBA) today announced the release of a new series of "how to" publications for small business. The Strategic Management Learning System (SMLS) program, entitled the *Common Sense Series*, offers 12 management topics for developing the skills required to manage a small business.**

**"These workbooks provide a step-by-step guide to management issues such as cash flow, target marketing, human resources and financing," said SBA Administrator Aída Alvarez. "There is no more important service we can provide to the small business community than efficient and effective learning tools to help small business owners succeed."**

**The SMLS series presents 11 business management activities, each in a separate workbook format. The 12th workbook, *Management Knowledge Systems*, integrates the other workbook topics into a comprehensive management perspective for operating a small business. Each workbook includes an outline of the management topic, action steps to achieve results, real-world examples, and both on-line and other reference sources for additional learning assistance. The workbooks also include administrative system worksheets that can be used as is or customized to help incorporate that management strategy into the business.**

**"We are very pleased to offer this comprehensive series to small business owners," said Monika Edwards Harrison, associate administrator of Business Initiatives for the SBA. "New business start-ups are occurring at a greater rate than at any other time in the SBA's 45-year history. It's important to offer small business owners publications that help them start, build and grow their companies. The Strategic Management Learning Series allows us to provide this essential support in an innovative and cost effective manner."**

**The SMLS series was developed and written by Dr. William R. Osgood, president of the Black Diamond Knowledge Institute. Dr. Osgood is an internationally recognized expert in small business development and the author of numerous books on entrepreneurship.**

**The SMLS series is available through the SBA's newly updated *Resource Directory for Small Business Management*, a guide of small business management publications and videos. To obtain a copy of the directory, call the SBA Answer Desk at 1-800-8-ASK-SBA or visit our web site at <http://www.sba.gov>.**

***The U.S. Small Business Administration, established in 1953, provides financial, technical and management assistance to help Americans start, run, and grow their businesses. With a portfolio of business loans, loan guarantees and disaster loans worth more than \$45 billion, the SBA is the nation's largest single financial backer of small businesses. Last year, the SBA offered management and technical assistance to more than one million small business owners. The SBA also plays a major role in the government's disaster relief efforts by making low-interest recovery loans to both homeowners and businesses.***

***America's 23 million small businesses employ more than 50 percent of the private workforce, generate more than half of the nation's gross domestic product, and are the principal source of new jobs in the U.S. economy.***

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